Orders	

Order / Rev:

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

10/10/12 - 10/16/12

Original Date / Rev:

07/18/12 / 10/09/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:



Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

Heller, Dean for U.S. Senate

Demographic: Product Codes: A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	
10/01/12	10/16/12	82	\$51,425,00	\$43.711	

Totals

\$43,711.25

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	\$51,425.00	\$43,711.25	0.00
Totals	82	\$51,425,00	\$43.711.25	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$51,425.00
Market	100%	\$177,327.59

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$46,105.17
KLVX	0%	\$0,00
KSNV-	0%	\$0.00
KTNV	18%	\$31,918.97
KTUD	1%	\$1,773.28
KVVU	24%	\$42,558.62
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,546.55

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spots	s Rate Pri	Rtg Type Spots	Amount
Ī	E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp v	v/WagM	5-6a	WTF	:30	6 \$300.002	0.00 NM 2	\$600.00
					M-F 5-6a WakeUp v	w/Wagners						
		NEWS										
		Star	t DateI	End Date	Weekdays S	pots/Week	Rate	Rating			:	
	W	eek: 10/0	08/12	10/14/12	WTF	2	\$300.00	0.00				

KSNV

Page 2 of 6

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Fig.	Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Name	E 1 KSNV 10/10/12 10/12/1	. •	5-6a	WTF	:30	6	\$300.002	0.00 NM	2	\$600,00
Start Date End Date Weekfuly Ord Art Ord	NEWS	M-F 5-6a WakeUp w/Wagners								
E 2 KSNV 1015/12 101		Weekdays Spots/Week	Rate	Rating						
NEWS Siart Data End Data Weekfays SpoisyNeek Rate Sp		_	\$300.00	0.00				P-1		
Semi-Date Color	E 2 KSNV 10/15/12 10/16/1		5-6a	MT	:30	4	\$300.002	0.00 NM	2	\$600.00
Memic 1016/11/2 1012/11/2 MF = 7-2 Market p w/Wagners MF = 7-2 Market p w/Wagners MF = 7-2 Market p w/Wagners MF = 7-2 MF = 7-	NEWS	WITE 3-04 Wakeop W/Wagners								
E 3 KSNV 10/15/12 10/16/12 M-F 6-7a Wake-Up wWwgpers										
NEWS Start Date End Date Week 10/19/12 10/21/12 Week 10/19/12 Week 10/19/12 10/21/12 Week 10/19/12 Week	w				.00		* 450,000	0.00 1114		# 000 00
NetWis	E 3 KSNV 10/15/12 10/16/1	·	ю-/a	М1	:30	4	\$450.002	0.00 NM	2	\$900.00
Meek: 1016/12 1012/12 MF-0-1 2 \$450.00 0.00	NEWS									
Ref		·		<u> </u>						
NEWS Start Date End Date Week days Fact Spots/Week Rate Rating Start Date St					-30	6	\$450.002	0.00 NM	2	ቁቁስስ ስስ
Start Date End Date Week and week Spots Meek Spots Meek Spots			014	***	.00	Ü	ψ-100,002	0.00 14141		φ300.00
March 10/10/12 10/12/12 1)	.							
TODAY Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/W										
Today Show Today Show Spots/Week Rate Reting Spots/Week Rate Rating Spots/Week Rate					:30	6	\$600.002	0.00 NM	3	\$1.800.00
Start Date Meek 10/08/12 10/14/12 10/16/12 10		· ·					,			7.1,000.00
Week: 10/08/12 10/14/12 10/16/12 10/		Maakdaya Saata/Maak	Bato	Doting						
TODAY Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Spots/Week										
TODAY Start Date End Date Weekdays Spots/Week Rate Rating MF Today Show I 3rd H6M 9-10a MT 30 2 \$275.002 0.00 NM 2 \$550.00 NM TODAY Start Date End Date Weekdays Spots/Week Rate Rating NF Today Show I 3rd H6M 9-10a MT 30 2 \$275.002 0.00 NM 2 \$550.00 NM TODAY Start Date End Date Weekdays Spots/Week Rate Rating NF Today Show I 3rd H6M 9-10a NF Today Show I 3rd H6M NF Today Show I	E 6 KSNV 10/15/12 10/16/1	2 Today Show CM		МТ	:30	4	\$600.002	0,00 NM	1	\$600.00
Start Date Meric 10/15/12 10/21/12 MT	TODAY	Today Show								
Week: 10/15/12 10/21/12 MF-Today Show II 3rd MoM 9-10a MT :30 2 \$275.002 0.00 NM 2 \$550.00		Weekdays Spots/Week	Rafe	Rating						
M-F Today Show I										
TODAY 2	E 7 KSNV 10/15/12 10/16/1	•	9-10a	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
Name	TODAY 2	M-F Today Snow II								
E 8 KSNV 10/10/12/12 10/12/12 M-F Today Show II 3rd HBM M-F Today Show III 4th IBM 10 arm-11 armwT :30 2 \$25.002 0.00 NM 2 \$450.00 NM 7 NM		Weekdays Spots/Week	<u>Rate</u>	Rating						
TODAY 2 Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date										
TODAY 2 Start Date End Date Weekdays Spots/Week Rate Spots/Week Rating One	E 8 KSNV 10/10/12 10/12/1		9-10a	TF	:30	3	\$275.002	0.00 NM	2	\$550.00
Week: 10/08/12 10/14/12 10/14/12 10/14/12 M-F Today Show III 4th ISM 10am-11am WT :30 2 \$225,002 0.00 NM 2 \$450.00	TODAY 2	WH Today Onow II								
E 9 KSNV 10/10/12 10/12/12 M-F Today Show III 4th BM Today 4th Hour Today 4th Hou		-								
TODAY \3 Start Date Week: 10/08/12 10/14/12WT 2 \$225.00 0.00 E 10 KSNV 10/15/12 10/16/12 M-F Today Show III 4th k8M 10 am-11 am -T :30 1 \$225.002 0.00 NM 1 \$225.00 TODAY \3 Start Date Week: 10/15/12 10/16/12 Mekdays Spots/Week Rate Week: 10/15/12 10/16/12 NO NM 1 \$225.00 0.00 E 11 KSNV 10/15/12 10/16/12 Rachael Ray RR Start Date Week: 10/15/12 10/16/12 NO NM 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray RR Start Date Week: 10/15/12 10/12/12 Find Date Week: 10/15/12 10/12/12 NO NM 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray RR Start Date RR Start Date RR Start Date Rechael Ray Rachael Ray RR Start Date RR	h				.00	_	#00° 000	0.00.104		****
TODAY \3 Start Date End Date Weekdays Spots/Week Rate Rating	E 9 KONV (0/10/12 10/12/1	•	IVam-Ham	w1	:30	2	\$225,002	U.UU INIVI	2	\$450.00
Week: 10/08/12 10/14/12 10/16/12 10/16/12 10/16/12 M-F Today Show III 4th IBM 10am-11am -T :30 1 \$225.002 0.00 NM 1 \$225.00		•								
E 10 KSNV 10/15/12 10/16/12 M-F Today Show III 4th BM 10am-11am -T :30 1 \$225.002 0.00 NM 1 \$225.00 TODAY \3 Start Date Week: 10/15/12 10/21/12										
Today 4th Hour TODAY \3 Start Date Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 7-7 1 \$225.00 0.00 E 11 KSNV 10/15/12 10/16/12 Rachael Ray Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 Rachael Ray RR Start Date End Date Ray Rachael Ray Rachael Ray Rachael Ray RR Start Date End Date Weekdays Rate Rating Week: 10/10/11/12 10/11/12 Pachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12TF 2 \$225.00 0.00		_			:30	1	\$225,002	0 00 NM	1	\$225.00
Start Date End Date Weekdays Weekdays Spots/Week Rate Rating				-		•	+ (44-	0,00 11111	,	\$220.00
Week: 10/15/12 10/21/12 -T 1 \$225.00 0.00 E 11 KSNV 10/15/12 10/16/12 Rachael Ray Rachael Ray Rachael Ray Rachael Ray Rachael Ray Rachael Ray CM 11am-12pm M :30 1 \$225.002 0.00 NM 1 \$225.00 NM 2 \$225.00 NM 2 \$450.00 NM 2 \$225.00 NM 2 \$225.00 NM 2 \$225.00 NM 2 \$450.00 NM 2 \$225.00 NM 3 3 3 3 <t< td=""><td></td><td>NATA-INTO CONTRACTOR</td><td>D-1-</td><td>D-#</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>		NATA-INTO CONTRACTOR	D-1-	D-#						
E 11 KSNV 10/15/12 10/16/12 Rachael Ray Rate Rating Week: 10/15/12 10/21/12 M 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray Rachael										
RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12TF 2 \$225.00 0.00		2 Rachael Ray CM			:30	1	\$225.002	0.00 NM	1	\$225.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray CM 11am-12pm TF :30 2 \$225.002 0.00 NM 2 \$450.00 RR RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 TF 2 \$225.00 0.00	DD.	Rachael Ray								
Week: 10/15/12 10/21/12 M 1 \$225.00 0.00 E 12 KSNV 10/10/12 10/12/12 Rachael Ray CM 11am-12pm TF :30 2 \$225.002 0.00 NM 2 \$450.00 RR RR Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 TF 2 \$225.00 0.00		Weekdays SnotsWeek	Rate	Rating						
Rachael Ray RR <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12TF 2 \$225.00 0.00				_						
RR <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12TF 2 \$225.00 0.00	E 12 KSNV 10/10/12 10/12/1	•	11am-12pm	TF	:30	2	\$225.002	0.00 NM	2	\$450.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12TF 2 \$225.00 0.00	RR	Rachael Ray								
Week: 10/08/12 10/14/12TF 2 \$225.00 0.00		Weekdays Spots/Week	Rate	Rating						
E 13 KSNV 10/10/12 10/12/12 CM 12-1230pmW :30 1 \$275.002 0.00 NM 1 \$275.00		**************************************	\$225.00	0.00						
	E 13 KSNV 10/10/12 10/12/1	2 CM	12-1230pm	W	:30	1	\$275.002	0.00 NM	1	\$275.00

Page 3 of 6

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832083

10/10/12 - 10/16/12

Product Desc:

HELLER FOR SENATE

Estimate:

R SENATE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	îme Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
			Noon News Noon News									
NEWS												
<u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
E 14 KSNV				CM	12-1230pm	MT	:30	2	\$275,002	0.00 NM	2	\$550.00
NEWS			Noon News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	MT	2	\$275.00	0.00						
E 15 KSNV	10/15/1	2 10/16/12	The Agenda 1230 The Agenda 1230	•	1230-1p	MT	:30	1	\$225.002	0.00 NM	1	\$225.00
AGEND	ΑY		The Agenda 1250	γріп								
	rt Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
Week: 10/ E 16 KSNV		10/21/12 2 10/12/12		pm CM	\$225.00 1230-1p	0.00 WTF	:30	3	\$225,002	0.00 NM	3	\$675.00
			The Agenda 1230			,	100	J	V LLU, U UL	0.00 11111	Ū	ψ010.00
AGEND Sta	AY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF	3	\$225.00	0.00						
E 17 KSNV	10/10/1	2 10/12/12	Days of our Lives	СМ	1258p-2pm	WT	:30	2	\$275.002	0.00 NM	2	\$550.00
DAYS			Days of our Lives	i								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 18 KSNV		10/14/12	WT'	2	\$275.00	0,00	-20		4075 000	0.00 AUA		4550.00
E 10 MOINV	10/15/1	2 10/10/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
DAYS			·									
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E 19 KSNV			The Doctors	CM	2pm-3pm	-T	:30	1	\$225.002	0.00 NM	1	\$225.00
DRS			The Doctors									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	-T	1	\$225.00	0,00						
E 20 KSNV	10/10/1	2 10/12/12	The Doctors The Doctors	СМ	2pm-3pm	TF	:30	2	\$225.002	0.00 NM	2	\$450.00
DRS			11.0 200010									
<u>Sta</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> TF	Spots/Week 2	Rate	Rating						
E 21 KSNV				CM	\$225.00 3-4p	0.00 W	:30	1	\$300.002	0.00 NM	1	\$300.00
			Dr Phil						4	0.00	,	Ψ000.00
PHIL Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	W	1	\$300.00	0.00						
E 22 KSNV	10/15/1	2 10/16/12		СМ	3-4p	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/ E 23 KSNV		10/21/12	MT NEWS 3 at 4 (1 l	2 HOURICM	\$300.00 4-5pm	0.00 MT	:30	2	\$450.002	0.00 NM	2	ተበባባ በባ
	10/10/	2 10/10/12	4PM NEWS (1 ho	-	(4:00 PM-4:3		.00	4	φ450.002	IVIVI DO,O	2	\$900.00
NEWS	ud Data	End Data	Modulava	Cinata NA/aak	Data	Dation						
<u>Sta</u> Week: 10/	<u>rt Date</u> /15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$450,00	Rating 0.00						
	······································		NEWS 3 at 4 (1 l	-	4-5pm	W-F	:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	80 PM)						
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	W-F	2	\$450.00	0.00			h.r	0.00	_	
E 25 KSNV	10/10/1	2 10/12/12		CM	4-5pm	WT	:30	3	\$450.002	0.00 NM	2	\$900.00

KSNV

Page 4 of 6

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS Weekdays** Spots/Week Start Date **End Date** Rate Rating Week: 10/08/12 10/14/12 --WT---\$450.00 0.00 E 26 KSNV 10/15/12 10/16/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$450.00 0.00 E 27 KSNV 10/15/12 10/16/12 СМ M-F Early News 5-630p -T----:30 \$900.002 0.00 NM 1 \$900.00 M-F Early News **NEWS** End Date Spots/Week Start Date Weekdays Rate Rating Week: 10/15/12 10/21/12 -T----\$900.00 0.00 E 28 KSNV 10/10/12 10/12/12 M-F Early News CM 5-630p --WTF--:30 \$900.002 0.00 NM 3 \$2,700.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating --WTF-Week: 10/08/12 10/14/12 \$900.00 0.00 E 29 KSNV 10/10/12 10/12/12 M-F Jeop/Wheel CM 630-730pm --WTF--:30 3 \$750.002 0.00 NM \$2,250.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--\$750.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 5 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel 630-730pm --WThE----:30 (\$750.00) 0.00 NM See MG 29.9 [will mg again] 9 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF 5a-459a (9:30 PM-10:30 |---Th----\$750.00 0.00 NM :30 (M) MG for 29.5 10/11 [inv code] E 30 KSNV 10/15/12 10/16/12 M-F Jeop/Wheel CM 630-730pm \$750.002 0.00 NM \$750.00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date End Date Weekdays Spots/Week Rate Rating MT----Week: 10/15/12 10/21/12 \$750.00 0.00 E 31 KSNV 10/15/12 10/16/12 FacetoFace/Ralston Rep@M 730-758pm MT----:30 2 \$450.002 0.00 NM 2 \$900.00 Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rating Rate MT----Week: 10/15/12 10/21/12 2 \$450.00 0.00 Start/End Time Spot Ch Date Range Description Weekdays | Length Rate Rtg Type 1 KSNV 10/15/12-10/21/12 FacetoFace/Raiston Report 730-758pm :30 (\$450-00) 0.00 NM See MG 31.3 [PGM CHG = NBC DEBATE] 3 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm :30 \$450.00 0.00 NM MG for 31.1 10/16 [INV CODE] E 32 KSNV 10/10/12 10/12/12 FacetoFace/Ralston Rep@M 730-758pm --W-F--:30 \$450.002 0.00 NM 2 \$900.00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Rate Rating Week: 10/08/12 10/14/12 --W-F--\$450.00 0.00 E 33 KSNV 10/11/12 10/11/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$775.002 0.00 NM 1 \$775,00 M-F News 3 at Eleven **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating --T---Week: 10/08/12 10/14/12 \$775.00 0.00 E 34 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven 11pm-1135pm M----:30 \$775,002 0.00 NM \$775.00 M-F News 3 at Eleven

KSNV

Page 5 of 6

Order / Rev

104403

Advertiser:

Heller, Dean for U.S. Senate

Ålt Order #: Flight Dates:

06832083

10/10/12 - 10/16/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch S NEWS	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start D</u> Week: 1 0/15/		End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$775.00	Rating 0.00						
E 35 KSNV 10		10/16/12	The Tonight Show	v CM	1135p-1237a	·	:30	2	\$275.002	0.00 NM	2	\$550.00
TON SHO			. c.ug.n. c., c.									
<u>Start D</u> Week: 1 0/15/		End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E36 KSNV 10		10/12/12	The Tonight Show Tonight Show	v CM	1135p-1237a	W-E	:30	2	\$275.002	0.00 NM	2	\$550.00
TON SHO\ Start [End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/		10/14/12	W-F	2	\$275.00	0.00						
E 39 KSNV 10	0/12/12	2 10/12/12	Fri 10-11p	CM	10-11pm		:30	1	\$2,100.002	0.00 NM	1	\$2,100.00
DATELINE	.		Friday Prime 10-1	прш								
Start E		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/ E 41 KSNV 10		10/14/12	News 3 Sunrise -	SATUROM	\$2,100.00 6a-7a	0.00 S-	:30	1	\$225.002	0,00 NM	1	\$225.00
	J. 1 J. 12		News 3 Sunrise S			J	.50	•	Ψ.Α.Ο.ΟΟ.Δ	0,00 14141	<u>'</u>	Ψ220.00
NEWS Start D) ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/		10/14/12	S-	<u>opots/week</u>	\$225.00	0.00						
E 42 KSNV 10	0/13/12	2 10/13/12	Saturday Today	СМ	7a-9am	S-	:30	1	\$325.002	0.00 NM	1	\$325.00
SAT TODA	٩Υ		Saturday Today									
<u>Start D</u> Week: 10/08/		End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$325.00	Rating 0,00						
E43 KSNV 10			News 3 Today - S	ATURIOM	9am-930am	S-	:30	1	\$300.002	0.00 NM	1	\$300.00
NEWS			News 3 Today - S	SAT								
Start E	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/		10/14/12	S-	1	\$300.00	0.00						
E 44 KSNV 10 NEWS	U/13/12	2 10/13/12	Sa-Su Early News Sa-Su Early New		5pm-630pm	S-	:30) 2	\$450.002	0.00 NM	2	\$900.00
Start D		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/ E 45 KSNV 10		10/14/12	S- Weekend Jeopard	du/Mha@M	\$450.00 630-730pm	0.00 S-	:30	1	\$375,002	0.00 NM	1	\$375.00
JEP\WHE		10/10/12	WKND Jeop/Whe	,	000-700pm	3	.50	'	\$373.002	O.OO INIV	'	φ3/3.00
Start D	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/ E 46 KSNV 10		10/14/12	Catandar Niabili	1	\$375.00	0.00	.00		#750 00 0	0.00 1111		****
SNL	0/13/12	2 10/13/12	Saturday Night Liv Saturday Night Li		1130pm-1:02	amS-	:30) 1	\$750.002	0.00 NM	1	\$750.00
Start C	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/		10/14/12	S-	1	\$750.00	0.00					1	
E47 KSNV 10	0/14/12	2 10/14/12	News 3 Sunrise - News 3 Sunrise 8		6a-7a	S	:30) 1	\$225,002	0.00 NM	1	\$225.00
NEWS												
<u>Start E</u> Week: 10/08/		End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 48 KSNV 10	0/14/12	2 10/14/12		CM	7a-8am	S	:30) 1	\$500.002	0.00 NN	1	\$500.00
SUN TODA	AY		Sunday Today									
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/ E 49 KSNV 10		10/14/12	Meet the Brees	1	\$500.00	0.00	.00		64.000.000	0.00.11		#4 000 05
	UI 14/ 12	⊊ 10/14/1Z	Meet the Press	СМ	8a-9am	S	:30	, 1	\$1,900.002	0.00 NM		\$1,900.00
MTP											I	

KSNV

Totals

\$51,425,00

Page 6 of 6

Order / Rev.

104403

Advertiser:

Heller, Dean for U.S. Senate

Àlt.Order#:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch **Inventory Code** Break Start/End Time Days Start End Rtg Type Spots Len Spots Rate Pri Amount 10/14/12 10/14/12 Meet the Press ----S E 49 KSNV CM 8a-9am :30 1 \$1,900.002 0.00 NM \$1,900,00 Meet the Press MTP Start Date Spots/Week **End Date Weekdays** Rating <u>Rate</u> ----S Week: 10/08/12 10/14/12 1 \$1,900.00 0.00 E 50 KSNV 10/14/12 10/14/12 News 3 Today Wknd CM 9a-930am :30 \$250.002 0.00 NM \$250.00 News 3 Today **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S \$250.00 0.00 ----S E 51 KSNV 10/14/12 10/14/12 Chris Matthews 9:30AM SM 9:30a-10a :30 \$375.002 0.00 NM \$375.00 Chris Matthews SUN 9:30am CM End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----5 \$375,00 0.00 E 52 KSNV 10/14/12 10/14/12 NFL Pre-Game / FNA 1p-530pm ----S :30 1 \$1,600.002 0.00 NM CM \$1,600.00 NFL Pre-Game **FNIA** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 1 \$1,600.00 0.00 E 53 KSNV 10/14/12 10/14/12 NFL Football СМ 1P-9PM ----S :30 1 \$8,000,002 0.00 NM \$8,000.00 NFL Football SNF Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S 1 \$8,000.00 0.00 ----S E 54 KSNV 10/14/12 10/14/12 NFL End of Game BreakCM 1p-9p :30 1 \$6,500.002 0.00 NM \$6,500.00 NFL End of Game Break NFL POSTGAME Start Date End Date **Weekdays** Spots/Week Rate Rating 10/14/12 ----S Week: 10/08/12 1 \$6,500.00 0.00 E 55 KSNV 10/14/12 10/14/12 Sports Night in Las Vega3M Sun 1135p-1200a -----S \$200.002 0.00 NM \$200,00 Sports Night in Las Vegas SPORTS NIGHT Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/08/12 10/14/12 ----S \$200.00 0.00